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OTE 86-4014
3 JUN 1986

MEMORANDUM FOR: Director of Central Intelligence

VIA: Deputy Director of Central Intelligence
Executive Director
Deputy Director for Administration

STAT FROM: [redacted]
Director of Training and Education

SUBJECT: Roger B. Smith - Agency Guest Speaker

1. Attached are suggested remarks for your assistance in introducing Roger B. Smith, Chairman and Chief Executive Officer of General Motors Corporation, to the Agency audience on 11 June 1986 at 1400 hours in the Headquarters Auditorium.

2. Mr. Smith will be accompanied by William H. Noack, Manager, News Relations, General Motors.

STAT 3. [redacted] Dean of Conferences, will escort Messrs. Smith and Noack to your office at 1345 hours. An Agency photographer will be available should you wish a picture-taking session.

STAT [redacted]

Attachment

STAT OTE/CSI/[redacted] (03Jun86)

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If you have not read it, I've attached the Times article about Smith

SJ

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LADIES AND GENTLEMEN, FRIENDS AND COLLEAGUES:

IT IS MY PLEASURE TO INTRODUCE OUR GUEST THIS AFTERNOON--A MAN WITH 37 YEARS' SERVICE TO GENERAL MOTORS. DURING THAT TIME, ROGER SMITH HAS BEEN TREASURER OF THE CORPORATION, VICE PRESIDENT IN CHARGE OF THE FINANCIAL STAFF, EXECUTIVE VICE PRESIDENT, AND, SINCE 1 JANUARY 1981, CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER.

AS THE TENTH CHAIRMAN OF GM, MR. SMITH HAS PRESIDED OVER THE WORLD'S LARGEST INDUSTRIAL MANUFACTURING CORPORATION DURING SOME OF THE MOST TURBULENT YEARS IN ITS HISTORY. CONFRONTED BY OIL SHOCKS, WORLDWIDE RECESSION, AND THE GROWING IMPACT OF FOREIGN COMPETITION, GENERAL MOTORS HAS NOT SIMPLY COPED WITH CHANGE UNDER ROGER SMITH. RATHER, IT HAS SOUGHT TO LEAD CHANGE--CARRYING OUT AN AGGRESSIVE MULTI-BILLION-DOLLAR PROGRAM TO BUILD NEW PLANTS AND NEW PRODUCTS. AT THE SAME TIME, IT HAS LAUNCHED A MASSIVE REORGANIZATION OF ITS AUTOMOTIVE OPERATIONS, DEVELOPED AN INNOVATIVE JOINT-VENTURE STRATEGY WITH OVERSEAS PRODUCERS, AND IMPLEMENTED A BOLD ACQUISITION AND DIVERSIFICATION STRATEGY. CHIEF AMONG GM'S ACQUISITIONS ARE ELECTRONIC DATA SYSTEMS CORPORATION--THE WORLD'S LEADING COMPUTER SERVICES COMPANY--AND HUGHES AIRCRAFT, ONE OF THE NATION'S FOREMOST ELECTRONICS COMPANIES AND THE LEADING BUILDER OF COMMUNICATIONS SATELLITES. GM HAS ALSO CREATED THE CONCEPT OF SATURN--A BRAND-NEW COMPANY AND A BRAND-NEW WAY TO BUILD COMPETITIVE SMALL CARS IN THIS COUNTRY.

THE ACCOMPLISHMENTS OF. . .

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THE ACCOMPLISHMENTS OF OUR SPEAKER HAVE NOT GONE UNNOTICED OUTSIDE HIS OWN COMPANY. HE HAS BEEN SELECTED OUTSTANDING BUSINESS LEADER OF THE YEAR BY MANY OF THIS COUNTRY'S FOREMOST INSTITUTIONS AND PUBLICATIONS. THESE INCLUDE HIS ALMA MATER, THE UNIVERSITY OF MICHIGAN; THE WALL STREET TRANSCRIPT; NATION'S BUSINESS; BUSINESS TIMES OF THE ESPN CABLE NETWORK; FINANCIAL WORLD MAGAZINE, WHICH NAMED HIM CHIEF EXECUTIVE OFFICER OF 1985; AND ADVERTISING AGE MAGAZINE, WHICH SELECTED HIM AS 1986 ADMAN OF THE YEAR.

LAST YEAR HE WAS THE SUBJECT OF AN ARTICLE IN THE NEW YORK TIMES MAGAZINE SERIES ON "THE CREATIVE MIND"--THE FIRST BUSINESS LEADER TO BE SO FEATURED. IN THAT ARTICLE, WRITER CARY REICH OBSERVED:

> "THE CREATIVE CORPORATE EXECUTIVE IS SOMEONE WHO NOT ONLY COMES UP WITH BRAINSTORMS, BUT ALSO CREATES A SYSTEM AND AN ETHIC THAT ENCOURAGE OTHERS TO BE EQUALLY INVENTIVE. . . AND HE DOES IT IN SUCH A WAY THAT HE REDUCES THE FEAR OF FAILURE THAT STIFLES INNOVATION AND PARALYZES SO MANY COMPANIES."

THE WRITER WENT ON TO ADD THAT, IN ALL OF GM'S MANY AND VARIED PROJECTS, "ROGER SMITH FUNCTIONED AS A CATALYST, A CHIEF EXECUTIVE WHOSE HUNGER FOR NEW IDEAS PROMPTED A TORRENT OF THEM THROUGHOUT THE ORGANIZATION."

SUCH A MAN IS OUR GUEST TODAY, AND I AM PLEASED TO PRESENT HIM TO YOU--THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF GENERAL MOTORS, ROGER B. SMITH. ROGER. . .



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